

The Development of the *Internationale*

An Honors Thesis (HONRS 499)

by

Stacey L. Lucas

**Thesis Advisor
Dr. Becky McDonald**



Ball State University

Muncie, Indiana

April 1992

Expected date of graduation: May 2, 1992

SpColl
Thesis
LD
2489
.24
1992
.L83

Purpose of Thesis

This discussion of the development of the *Internationale*, an annual magazine published by Ball State University's Center for International Programs, explores the step-by-step process used to complete the production of a publication. The thesis first outlines the background and initial research in this project, then describes conclusions drawn by research conducted, including purpose of the piece, target publics, and message statements. The text then outlines the quality of the overall content of the publication and its graphic design. At the conclusion of the thesis, an original re-design of the piece is found.

Honors Thesis

"The Development of the *Internationale*"

Outline

I. Origin

At the end of Spring of 1991, I was hired by the Center for International Programs to develop a new image for their annual newsletter/magazine, *The Internationale*. Upon my first discussion with CIP's director, Martin Limbird, I was assigned to the task of brainstorming for story ideas centering around the idea of a "Global Network" between Ball State students, staff, and alumni.

II. Brainstorming, Research and Interview Phase

As I was not too familiar with international programs and services at Ball State, it was necessary for me to do background research before much brainstorming could be done. Dr. Limbird was very helpful by pointing out sources of information and discussing my findings to make sure I was on the right track. I kept a large background information file for all my story ideas and read magazines and newsletters of other colleges and universities' international departments for story and design ideas.

After doing research, I made a list of story ideas and met with Dr. Limbird to compare notes. He had some ideas as well and after deleting the weaker ones, we felt were at a good place to start. As the magazine is 16 pages in length, we started with about ten ideas.

My next phase was interviewing sources for each article. Ranging from Ball State staff and faculty in various departments to sources in the community, I researched each topic and found out as much as I could about the source and went into each interview as prepared as I felt I could be. From these interviews, along with other sources of information mentioned to me, I compiled my notes and began writing my first draft of articles.

III. Writing and Editing

As I wrote my pieces, I turned them in to Dr. Limbird during our weekly and sometimes biweekly for opinions and editing. My drafts went through an extensive editing process, sometimes having to be done over three to four times before they were considered finished. This part of the process was challenging, as the material still was not totally familiar to me, but I learned more as time went on.

IV. Design

This part of the development process was perhaps the most disappointing. I originally thought that as a part of this job I would be free to design the *Internationale*, and have a creative opinion in its production. Unfortunately,

university regulations stipulate that University Publications must design every publication that is sent off-campus in order to consistently preserve the Ball State image. While this is understandable, I was disappointed that I was not able to design the newsletter in a way in which I felt appropriate. It was with this thought that motivated me to redesign *The Internationale* as a part of my Honors Thesis. As it is a lengthy document, I felt that it would be challenging enough to redesign it to perhaps better the one officially produced by the university. Additionally, I wanted to polish the articles that I had already spent a few months writing and editing

V. Conclusion

I feel that the experience I have had in helping to develop *The Internationale* has been one of the most worthwhile projects I have worked on in my college career. To have so much creative freedom in brainstorming, research and writing of a document that will be sent to over 5,000 people worldwide is an opportunity to not only improve my present skills but learn new ones as well. Having the opportunity to officially design *The Internationale* as I would have originally done is an exciting challenge for me as this document was my life for over five months. In undertaking this project, I have the permission of Martin Limbird and the Center for International Programs.

Internationale

Rationale for Project Specifications

Origin

At the end of Spring of 1991, I was hired by the Center for International Programs to develop a new image for their annual newsletter / magazine, *The Internationale*. Upon my first discussion with CIP's director, Martin Limbird, I was assigned to the task of brainstorming for story ideas centering around the idea of a 'Global Network' between Ball State students, faculty, and alumni.

Purpose:

The purpose of the *Internationale* is to educate the students,, faculty and alumni involved in international programming at Ball State on the Center for International Program's present activities, its accomplishments and unique programs, and its plans for the future. Another purpose of this magazine (a new one for this issue) is to introduce the concept of the 'Global Network'. The Global Network, as originally envisioned by CIP Director Martin Limbird, is a group of students, faculty and alumni of Ball State with the common background of involvement with some form of international programming networking to utilize valuable career, academic and general information. This idea was conceived from verbal and written accounts from students, faculty and alumni describing situations in which a valuable introduction, contact, or program was initiated because of the similar interest in international programming at Ball State.

To further understand the purpose of the piece, find an effective way to convey the desired message and to determine more about the primary target audiences involved, preliminary secondary research of existing surveys and written responses was necessary. As no one had really kept close track of the responses before, it became my job to sort out a variety of materials and draft a cohesive report on exactly who was responding to the *Internationale*, in what way and what their response actually was. I was instructed to tabulate which target group they were from and what country they were currently in. Upon looking through these materials, we determined that a change in content was needed, moving further away from International students' annual activities to utilizing these responses and promoting the idea of the 'Global Network', while still giving attention to International students in some way. We proceeded to draw the following conclusions about our audience and message.

Primary Target Audience

The primary target audience for the *Internationale* are students, faculty and alumni of Ball State University that have past or present involvement in Ball State's Center for International Student Programs. A general description

of each of these primary publics is as follows:

- **Ball State students that have had past or present involvement with the CIP:** this includes any student, first year through graduate student, that has participated in any of the study abroad programs which CIP offers. Examples of these programs are London Centre, Vienna Center or individual exchange student programs. International students attending Ball State also receive this piece, even if the duration of their stay is only a semester. Other students that receive this publication are employees of CIP. These students can receive the publication at their fall addresses, since it is mailed out in early September. Students who have returned to their home countries will receive their copy of the piece there. Students who responded to past issues generally wanted to know about further innovations in their favorite programs and updates on past international friends (found in Pat's Personally Yours).
- **Faculty of Ball State who have had past or present involvement with the CIP:** this includes any faculty member that has taught or otherwise participated in any study abroad programs or any other CIP-sponsored activity on campus (International teas, etc.) Faculty also considered for the mailing list are those who promote international awareness on campus through such events as Europe Year or in their classes. Also included are faculty and staff who work in conjunction with the CIP office. These faculty can receive their copy at their campus office address, as this usually remains constant. Responses from this public were positive, and recounted new accomplishments and opportunities as a result of involvement with CIP.
- **Alumni of Ball State that have had past or present involvement with CIP:** this public can perhaps be the most diverse, with involvement ranging from past London Centre participants to hosts of Ball State student groups visiting another country. Many of these alumni still live in the United States, but an increasing number are moving abroad, some as a result of opportunities another Ball State alumnus has provided for them. This public can also be the hardest to contact, so CIP searches the Ball State Alumni Office computer banks and also includes an "Update" page on the back of every *Internationale* issue, to allow every alumnus to print a change of name, address, or telephone number, and to update CIP on any new accomplishments or employment. This update page is available on every printed issue of the *Internationale*, so every reader has the chance for input. Responses from this public were extremely positive, although more information about other alumnus' involvement in CIP was requested.

Primary Message Statement

The primary message statement of this piece is to educate students, faculty and alumni on the activities of Ball State's Center for International Student Programs and to strengthen the 'Global Network' between these groups. Based upon the research done, we determined that the message of this piece would best be communicated through updates, news briefs and feature articles, instead of the previous use of first-person accounts of annual international student events.

Secondary Message Statement

The secondary message statement of the Internationale is to make readers aware of accomplishments of members of the 'Global Network' and their contributions to it. This is done in the piece in the form of personal profiles, written on individuals who have made outstanding contributions to CIP and the Global Network, or those who have done something unique related to CIP. Based upon our research and brainstorming sessions, we determined that personal profiles that show individuals as real people, instead of reciting awards, would make the piece more interesting to read.

Overall Content

The overall content of this piece is a varied one, with stories ranging from personality profiles to marketing research results. The stories are a result of long brainstorming sessions between myself and Dr. Limbird, in which we combined our ideas to form a firm list of 10-15 story ideas. These ideas were then followed up by myself in the form of phone calls and personal visits. The potential interviewees were all cooperative, so interviews were conducted, with sources often providing me with additional contacts or background information on the subject in question. Once interviews were completed, several drafts of stories were written and edited, by both myself, and ultimately, Dr. Limbird. Once editing was completed, we organized the piece in an understandable and logical fashion, which was a challenge, as so many different topics covered.

I found the content to be very interesting and informative, as those with little or extensive background in the subject matter could both easily understand the articles. The writing in this piece is simple, clear and easy to understand. Unfamiliar foreign phrases and used sparingly and explained when necessary. The tone is appropriate for students, faculty and alumni alike, as the magazine lets those who have participated in the programs in the past remember their experiences, while educating them on current changes and accomplishments. When considering the content of this first "new and improved" issue, I felt that we adequately accomplished our purpose.

Graphic Design and Rationale for Re-design

The graphic design portion of this project turned out to be the most frustrating. I was originally promised the design of the *Internationale*, but as the project progressed, I discovered that I could not actually design the piece that was to be mailed out because of university regulations saying that all pieces mailed off-campus containing the university name and logo had to be consistent with university standards, and thus, is designed by University Publications. When seeing the completed copy of the *Internationale*, I was not satisfied with the design and thought of the idea to redesign it as part of my thesis project. Specifications for the re-design of the *Internationale* appear below:

- **White space** is used in this piece in varying ways, to make it look visually attractive to the reader without being too crowded. Balance was utilized in the design, so that in a spread one page does not overwhelm another.
- **The format** for this piece was an 8 1/2 x 11, 16 page magazine. This size makes it easy for mailing (as opposed to the tabloid size), while still keeping the magazine of some substance. The paper to be chosen will be a thinner paper, to cut down on mailing expenses, as over 5,000 copies will be mailed world-wide. Column widths are consistent, with a two-column format being chosen. **Type** will be Palatino, for easy readability, and headlines will be bold or italicized, sometimes in a different font for contrast.
- **Screens, tints and blocks** will be used in this piece, and will be utilized effectively through careful placement. Special software programs like Typestyler and Aldus Freehand will also be used to amplify the design.
- **Color** will be used according to the CIP's budget, with this piece using two-color, with black and red. Color will be mainly used to accent the design and break up gray copy and will be specified throughout the design sample.
- **Artwork** - Photographs will be used extensively throughout the piece to compliment the articles. They will be black and white. In addition, graphs and maps are also used as artwork to further add to pieces that need more technical explanation.

Ball State University
Center for International Programs

Internationale

Summer 1991

Global Network Part of University

From ideal to reality, Ball State's 'Global Network' proved itself to be a key component in the university's life during 1991-92. Scores of alumni and friends around the world responded favorably to this concept through their letters, their ideas and their financial contributions to the Center for International Programs.

One prime example has been the efforts of alumnus Keith Montgomery (B.S. Education, '49, M.A. '52). Dr. Montgomery was instrumental introducing Ball State to SANNO College, Japan, officials who wanted to place a group of its students in the United States for a special one year program. The strengths of BSU programs in English as a Second Language and Business Education, combined with our nationally recognized Friendship Family program, made Ball State a prime candidate.

Under the caring guidance of Kirk Robey, an agreement was developed and signed to meet those students' needs. Thanks to Keith, BSU can look forward to hosting the SANNO students again in 1991-92, giving our domestic students in Japanese language classes a chance to have personal contact in their residence halls and in class with new friends from Japan.

In study abroad programs, the generosity of the family of the family of retired BSU professor Tom Sargent has made possible scholarships for London Centre students. The new Fox-Williams scholarship fund gave important financial help this year to two BSU students who spent spring semester in London. This new fund will continue to help make overseas study possible for less fortunate students.

Our 'Global Network' also served the international needs of former London Centre student Barbara Zimmy as she sought contacts in successfully beginning a new career in Japan. Friends of Ball State in Osaka became a new resource to Zimmy as

she established herself in Asia.

The Gulf Crisis was yet another impetus to prove the Global Network's viability. Through use of electronic mail, facsimile messages telephone contact, Ball State maintained open line access to faculty and students abroad. At the height of the crisis, student members of the International Relations Club on campus held a conference call with officials in the Citizens for Free Kuwait Committee offices to gain up-to-the-minute news on the tragedy of the war. It was accessibility to friends of Ball State near to these events which brought such special insights into the campus classroom.

The Global Network not only serves BSU alumni and friends abroad, it relies on your input to help it grow. As you read further in this year's Internationale, consider how you can become a fuller network beneficiary as well as contributor. One alternative is to use the Update form on the back page as a means to keep in touch. Your efforts could well become the focus of next year's

Inside...

- **SANNO Ends Successful Year**
- **London Centre Tradition Continues Strong**
- **Europe Year at BSU 1991-92**
- **Pat's Personally Yours**

Ball State Welcomes Japanese Group

This past year Ball State hosted 20 Japanese students as part of a special exchange program that was two years in the making.

Originally suggested by Ball State alumnus Keith Montgomery, the idea for a one year exchange program was proposed to SANNO College in Japan.

The proposal included a program for 15-21 students that emphasized English as a Second Language, Business and Physical Education classes. In addition, the students would have American 'Friendship Families', American roommates and would take field trips to various sites.

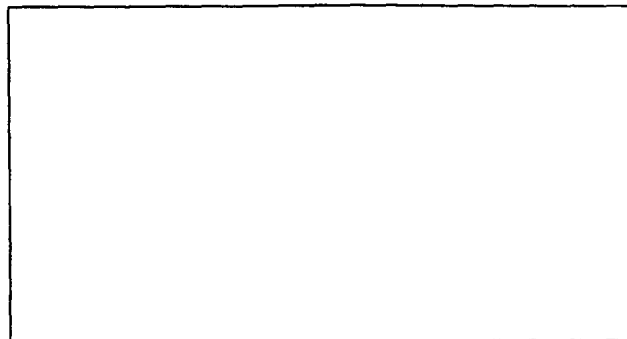
Starting in August of 1990, this proposal became a reality, as SANNO students arrived at Ball State for a year's study. Assisting them with their needs were adviser Mrs. Akiko Hayashi and graduate student Inga Groot.

This type of international experience will be beneficial to these students in the future, said Kirk Robey, Director of Foreign Student Programs.

"These students will really be seen as a hot item," he said. "Having both American and Japanese experiences and training will be an asset when they return home."

Academics were stressed through the students' stay at Ball State, but activities outside the classroom were important as well. Along with many one-day field trips, the students had the opportunity to travel during holidays and breaks. This included a trip to Chicago over Thanksgiving, visiting Florida over Christmas, and going to Washington D.C. and New York during spring break.

"I think the students really enjoyed their time here," said Robey. "A lot of this was because we set up programs outside the classroom."



Another highlight of the program for the students was the opportunity to interact with their American roommates. This provided a more informal knowledge of American culture. According to Groot, the SANNO students adapted well to a different style of living.

"They adjusted to college life a lot better than I think regular students do," she said. "They were so excited and open..they love to learn."

Next year's SANNO exchange program hopes to be as successful as its predecessor, with 16 students arriving in the fall. As a result of increased English requirements, students will be able to attend some regular classes next year, and may be able to audit classes outside their field of study.

Also beginning next year is the start of a scholarship fund for a Ball State student to study at SANNO. Robey feels that an American student can benefit from this experience also.

"SANNO was very pleased with the experience the students had here," he said. "It was fun, and what we'd like to see are similar programs developed in the future."

International Service Scholarship Planned For Fall

A Ball State student will soon have the opportunity to do a service project while visiting an alumni overseas thanks to a newly-formed scholarship fund.

Established in 1990, the Ball State International Service Scholarship will offer a student the opportunity to experience another culture through the guidance of an overseas alumni, who will serve as host.

Through this experience, Dr. George Jones, Director of Religious Programs, feels that the student will not only be participating in a worthwhile service project, but will benefit from living with a host as well.

"We have a lot of students who are involved with service projects here on campus," said Jones. "This scholarship will offer our best volunteers the opportunity to have a valuable cross-cultural experience."

The scholarship, which initially began with interest gained from an endowment fund, will be end result of

donations from individuals worldwide who are interested in seeing a student participate in such an experience.

"The students learn from their projects and grow as a person as well, through interaction with another culture," said Jones.

The service project that the student will participate in should be no longer than four weeks in length and will be with an agency (government, educational, non-profit or religious) within the hosts' area.

Criteria for the recipient of the scholarship has been set and applications will be available in January of 1992. The winner will be chosen in March of 1992, with the service period to be the following summer.

Any alumni abroad interested in serving as a host to the recipient of this service scholarship or in helping to further fund this project, contact the Center for International Programs.

London Centre To Experience Changes

The rich tradition of the London Centre program will continue in 1992 — at 1989 prices.

Like the program's cost, the London Centre's objective will be the same as it has been in the past: to give students experience in other cultures, provide for personal growth and give on-site educational opportunities abroad. There will be, however, some changes made to the program, which will now be offered during Spring terms beginning in 1992.

Ball State students' classes in London will now be located in Bloomsbury at the University of London Union (ULU), the meeting place for students from all University of London colleges.

Beginning in 1992, the program will have administrative support from the American Institute For Foreign Study (AIFS), which will provide comprehensive extracurricular assistance for study in London. This support includes classrooms, some meals, housing and special cultural and social events.

Students can choose from approximately 20 courses taught by BSU faculty and professors from five other American universities. Under this consortium arrangement, academic integrity and full course credit transfer is assured.

BSU Anthropology Professor Jim Coffin, faculty leader of the 1992 program, feels that these changes are a definite improvement.

"We wanted to keep the price of the program stable — this will provide for that," he said. "Also, AIFS has had 20 years of experience in administering these programs and we're very comfortable with them."

In addition to the changes in classroom location, a student's London residence will be in a new place as well. The neighborhoods of Bloomsbury, Kensington and Chalk Farm will be sites of student housing.

These areas, all within the heart of London, will offer students the opportunity to live in shared apartments or studios.

"This new option will offer a student more independence and an opportunity to interact with

people from different cultures," said Coffin. "In the past, students roomed with those primarily from BSU... with the new housing program, students can meet more new people and London will be more accessible to them."

As in past years, London Centre students are offered many benefits that are included in AIFS fees. These include use of the Senate House Library, access to the ULU Gymnasium, subsidized meals and a London Transport Travel Pass. Students also take part in a 'Culture Package' which includes 12 London stage performances, 12 Friday field trips and 11 trips to famous London sites.

There will also be an optional eight-day continental tour before classes start. This trip, visiting Belgium, Holland and France, will introduce students to many famous sites of the continent and provides lodging and some meals.

Other benefits are optional weekend excursions in the United Kingdom, offered at discounted student rates.

Along with more benefits being offered to students by AIFS, classes will be offered on a different schedule. Beginning previously in February, the London Centre courses will now start in early January, permitting students to complete the semester's work by mid-April, allowing for additional time to

travel in Europe, or to return to begin summer jobs earlier.

Coffin feels the new program will appeal to many students, both those at Ball State and from other colleges.

"We're beginning plans to recruit students now for the program," he said. "Even though it's now being offered only in the Spring, qualitatively we've maintained the same high standards and improved upon them."

Adding that student interest in the new program is as strong as it has traditionally been, Coffin says the program is always seeking ways to become even better.

"London Centre has been the crown jewel of Ball State's overseas study programs for 20 years," he said. "It has helped Ball State to become renowned in this respect and we want to keep it that way."

Europe Focus Year Planned for 1991 - 1992 School Year

Linking the past, charting the future.

Under this compelling theme, new developments in Europe will be brought to Ball State through 'Europe Year' activities during 1991-92.

Throughout the year, Ball State will become an information link about Europe to people both local and statewide. According to Marketing Professor and focus year chairman Erodogan Kumcu, Europe Year will:

- help people become aware of developments with the European community and their effects on the United States.
- Increase awareness of social, cultural, political, scientific, educational and economic developments in Europe.
- Guide people in understanding the role Europe plays in their lives and careers.

These goals for Europe Year will be reached with the help of students, faculty, alumni and visiting diplomats during scheduled observances and activities. Various European countries will be featured in-depth during the entire year.

Activities held will include conferences on politics, the environment, and changes in central and eastern Europe, expanded emphasis in college classes on European-related topics, business and economic workshops and seminars, writers' series, films, concerts, art exhibits and dance performances.

In addition, visiting European scholars and officials will speak as a part of the President's Distinguished Lecture and Provost's Lecture Series.

Involvement of alumni with links to Europe in preparation for these Europe Year activities is particularly important, according to Kumcu.

"We want to encourage alumni to communicate with Ball State in conjunction with this event," he said.

Kumcu added that European alumni are invited to contact him if they will be in the United States during 1991-92.

Promotion for Event Researched

In preparation for Europe Year, students in a spring 1991 Marketing Research 350 class developed a survey to determine students' knowledge of on-campus and off-campus international programs. Students were also asked question as to why they would or would not participate in such international activities on campus.

With 510 students, freshman through graduate, responding, the class was able to draw the following conclusions about awareness of international opportunities at BSU.

On-Campus Programs:

- Students were more aware of global studies courses as well as foreign language courses.

Off-Campus Programs:

- London Centre ranked highest in awareness with 76% of respondents being familiar with the program.

When students became aware of programs:

- More than 50% of respondents heard about international programs during orientation or their first year at Ball State.

Most effective ways of promotion:

- posters
- Advertisements in Daily News
- word of mouth through friends (most influential)

Hindrances to participation in international programs:

- Cost - work on scholarships that could help cover expenses of programs
- Lack of time / information - more promotion needs to be used

With these results, the class was able to make recommendations for promotion and planning of Europe Year. It was determined that international rock concerts and plays were two most popular activities Europe Year could offer to students.

Overall, Europe Year ranked fourth out of eight on-campus international activities that students are likely to attend.

With the conclusions from this survey, the Europe Year Committee hopes to make this event a widely-attended one.

Goens Joins CIP Staff

Curiosity started it.

Remaining in constant touch with old friends and making new ones through her work is one facet of how Deb Goens fulfills her interest in other cultures. Such interests drew Goens to apply for and be hired as a program coordinator in the Center for International Programs.

"It started when I was five years old," said Goens, originally from Marion, IN. "Some Mexican-American people moved nearby, and I heard them speaking Spanish and wanted to learn what they were saying."

From these early beginnings, Goens, started to explore what other cultures had to offer. A graduate of Ball State, she holds a Bachelor's degree in Special Education, a Master's in TEFL (Teaching English as a Foreign Language) and an M.A. in Student Personnel. She says her goal is to be an adviser to foreign students.

During this time that Goens was doing graduate work at BSU, she lived in Shively Hall and was a graduate assistant at the International House. It was through these experiences that she met some of her closest friends.

After receiving her degrees, Goens was director of Brady Hall for two years, where she had the opportunity to attend a committee meeting dealing with international programs.

"A few of us went to this committee meeting, and I discussed by career interests to CIP Director Martin Limbird," she said. "I was hired for my current position in July, 1990."

In her position as program coordinator, Goens has many diverse responsibilities. Along with meeting and recruiting students for Study Abroad programs and working with workshops, she works with re-entry students coming back from studying overseas. During the other half of the day she works at the International House, reviewing applications of foreign students desiring to study at Ball State.

How to Contact CIP

Center for International Programs
Ball State University
Muncie, Indiana 47306
(317) 285 - 5422
Director: Dr. Martin Limbird

Goens also works closely with specific international events at the university, including Study Abroad Awareness Week held each fall, the spring International Festival, the Seasonal Peace Celebration in December and the monthly coffee hour for foreign and American students held at International House.

It is this interaction between foreign and American students that Goens thinks is important in learning about other cultures.

"Sometimes I think American students hesitate to interact with foreign students due to shyness and other reasons, but there are people who want to meet one another, and they do," she said.

In working with such a variety of people during her work, Goens finds that her interest in other cultures keeps increasing. Although she never actually studied overseas as an undergraduate, she has visited friends in Europe and the Caribbean, whom she first met while she was a student at Ball State.

"I love different cultures. I have many different friends with differing views," Goens said. "I have favorite music, food and clothing from all over the world. When I return from traveling, there are certain lifestyles I miss. I think everyone who has traveled overseas feels this way at some point."

Goens adds that she would like to use her experiences with other cultures in her daily work.

"I would like to transfer my interest to students here at the university, by getting them involved in our programs," she said. "Studying abroad gives you another avenue, it opens another door."

Students Roleplay Gulf Crises at Model UN

Ball State was invaded by Georgetown University this past year and was torn apart by war.

This was the situation students faced at the National Model United Nations Conference held at Harvard University in March 1991, as BSU represented the country of Kuwait and Georgetown represented Iraq. The conference, an annual event with over 1300 students participating, provided students with the unique opportunity to roleplay as diplomats discussing issues encountered during Gulf war.

"We were looking at Kuwait before the crisis started," said Kostas Poulidakas, an eight year veteran of Model UN. "We thought it would be an interesting country to represent, as it is located in the volatile Middle East, and, because of the current situation, was on the cusp of international affairs."

The BSU team, composed of nine undergraduate students and Political Science Prof. Adviser John Rouse, elected to represent the country of Kuwait for this year's Harvard conference. In preparation, for the team spent over 70 hours conducting research on Kuwait, and relevant topics of inter-national concern.

The group was given unique exposure to the Kuwaiti government's concerns through a campus visit in January by Dr. Samir Hawana, coordinator of Citizens for Free Kuwait. Dr. Hawana met with the BSU team to coach them on prevailing concerns of the Kuwaiti people.

While at the conference, the teams were expected to conduct themselves in the same manner as would diplomats from the country they represent. Resolutions were proposed, discussed and finally voted upon. Because of the special nature of events in the gulf, BSU students couldn't rely solely on their background research done before arrival.

"We would get done with a session and take off to watch CNN to see what was actually happening with the war," Poulidakas said. "We had to act as if this were really happening to us."

Although the actual conflict ended two days into the five-day conference, all other participating countries watched the BSU/Kuwait team to see what aftermath reactions would be.

"It was kind of fun, because after the war ended, suddenly our whole focus changed," said Poulidakas. "We kept switching back and forth, along with the events as they took place."

At the end of the conference, the BSU team did well, but did not take any official awards this year.

"We didn't really know how the Harvard conference would operate, because we were first-timers," said Poulidakas. "We had previously gone to competing conferences in New York, but this one ran a little differently."

Next year, the BSU group plans to attend either the Model UN conference in New York or in Chicago.

Park Receives *Sagamore of the Wabash* Award

Sung Jae Park, a Ball State Professor of Physical Education, was recently named a *Sagamore of the Wabash* by Indiana Governor Evan Bayh.

The *Sagamore of the Wabash* award is the highest award bestowed by the governor.

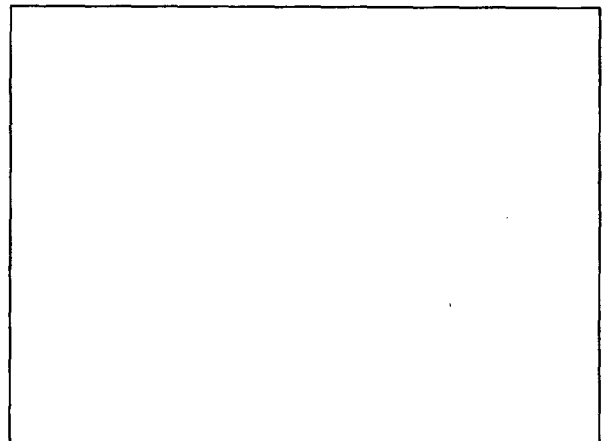
Park, a native of South Korea, is a U.S. citizen and has been on the Ball State faculty since 1968.

Park represented the United States on a 12-member international team charged with evaluation the operation of the Seoul Olympic Organizing Committee in 1988. A regular participant in international sports conferences, Park also served as an adviser to the Korean Olympic Committee.

Park is coordinator of Ball State's Far East exchange program. The program provides students and faculty with opportunities to travel and study in China, Japan and South

Korea.

Last year, Park coordinated the Seventh International Conference for Business and Economic Development, an event which brought together business officials from South Korea and Delaware County for three days of talks and tours.



Ball State Delegation Visits Korea

A Ball State international tradition.

For 20 years Ball State and Korea's Yeungnam University have participated in academic exchanges. During spring, 1991, Beth Vanderwilt and four BSU students continued this tradition, with a visit to Yeungnam that changed their lives.

Vanderwilt, who teaches theater at Ball State, and students Ken Dingledine, Shawn Stoner, Sara Martin and Heather Baker were visiting scholars at Yeungnam for four months this past spring, where they were hosted by university president Dr. Ki-Dong Kim and International Affairs Director Dr. Joong-Young Hyun. The group was 'extremely well received' by Koreans, said Vanderwilt. In addition, the students performed the musical 'Starting Here, Starting Now,' for university audiences.

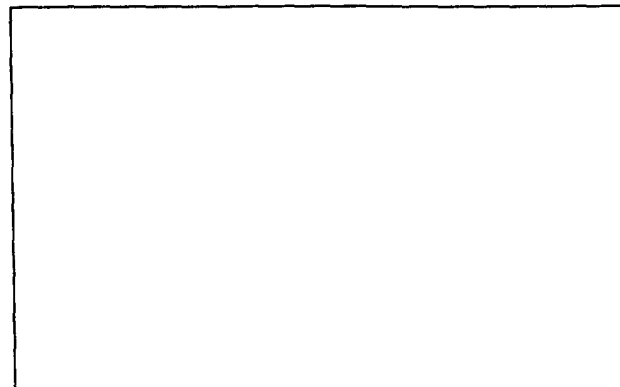
"I met people who encouraged me and could recognize what's positive in people," Vanderwilt said. "They were such a giving and loving people that it's that kind of genuineness that makes it hard to go back home."

Next to teaching, Vanderwilt cites the many friends that she made on the trip as her favorite part of the visit. Meeting a variety of people in different occupations enabled her to get a better idea of the culture and of the way Koreans viewed things.

"Everything surprised me," she said. "But in a good way. You have to set aside old ways of thinking when you're in another country so you can experience new things. In a way you become a different person."

It was at Yeungnam that Vanderwilt experimented with new teaching techniques. In addition to dance classes, the group taught Korean students English conversation, but with a new twist — the language was taught through acting and interpreting dramatic text.

"It creates unbelievable dynamics in the class," said



Vanderwilt. "It was a huge success."

As a result of the positive reaction to the new teaching technique, Vanderwilt plans to do more research into this area and develop a teaching methods book on the subject.

Along with the inroads Vanderwilt made in her profession during the visit, she became immersed in the sights, sounds and smells of the Korean culture — an impression that is always kept fresh in her mind.

"I can look at a picture and be across the Pacific," she said. "I always return to Korea in my thoughts."

In reality, Vanderwilt hopes to return to Korea next spring, in connection with the proposed 20th anniversary observance of the exchange between the two universities. She also added that two of the students that traveled with her are planning to go back to Korea and teach.

The trip continues to make Vanderwilt smile, as she talks of writing a book someday of her personal travel experiences.

"I can't imagine my life without Korea being there," she said.

Asian Studies Minor to be Established This Fall

Three new courses focusing on Asia form the core of a new undergraduate minor offered at Ball State.

Asian Studies 101 will be offered for the first time in Fall, 1991, under the leadership of Dr. Surojit Gupta, Department of History. This course will focus on the land, peoples and structure of China, Japan and Korea.

Asian Studies 102 will cover contemporary living traditions and the expression of the arts in East Asia.

An independent reading course, Asian Studies 498/598 will complete the core courses.

These three new courses will complement the university's many discipline-focused courses on Asia, including the two-year sequences of Japanese and Chinese language.

With the addition of new faculty member Dr. Sadatoshi Tomizawa, Department of Foreign Languages, undergraduates can have substantial exposure to Asian studies while at Ball State.

Development of the Asian Studies minor was coordinated by Professor Rita Gardiol, Chairman of Foreign Languages and author of several major grants to enhance language instruction about Asia in Indiana public schools.

Wagoner - An *International* Professor

For some international education starts early.

And early it did start for Kay Wagoner, recently retired Ball State professor of business education and office administration, as she had an aunt that taught school in Bulgaria and attended grade school herself in Puerto Rico.

Beginning with these early foundations, Wagoner, who graduated from the University of Iowa, has gone on to support a variety of international projects and programs over the past 32 years she has been at BSU.

Having foreign students in class was the first step in Wagoner's international campus involvement.

"I really enjoyed having those students in class," she said. "We would have them over for dinner and I kept in close touch with several during the following years."

More recently, Wagoner and her family have served as a part of the 'Friendship Families' program as hosts to foreign students who came from countries such as Iran, China, India, Japan and Panama. Wagoner feels this was a beneficial experience.

"We learned a lot, and I think they did too," she said. "I still think of all of them from time to time, and through recent contacts, have become closer to some of them."

Hosting foreign students in both home and at work was only the beginning of Wagoner's involvement with international programs. As a part of her professional work, she has written and conducted numerous workshops across the country on information processing and has had faculty from different countries attend. It was the outgrowth of one of these workshops where her next project formed.

"I met John Battell from Chichester College of Technology in England, and was invited to go to their international information processing conference attended by people from all over Europe," she said. "It was at this conference that we began to realize that we have valuable things to contribute from both sides of the Atlantic and we became interested in faculty and student exchanges."

During spring of 1989, Wagoner spent three months at Chichester College as a part of a sabbatical, and in May 1991, she returned to Chichester, taking 10 BSU students, all with business majors of accounting, marketing or finance. While there, the group had the opportunity to attend classes held at the college and observe the method of teaching as well as the level of work

done by the students.

"It was quite different from our system in the United States," Wagoner said. "In England, students complete high school at age 16, and they have various options for higher education. The fields are more technical, with less emphasis on general studies. Overall, we were very impressed with the level of work these younger college students were doing."

A second aspect of the trip included tours of various businesses, to observe their methods of operation. To ensure a complete look at the European corporate world, the group toured a family-owned British business, a large European-British corporation, and a large American corporation headquartered in Europe.

"It was interesting to us how the companies are positioning themselves for integration into the European Common Market, which will be in full effect by December of 1992," Wagoner said. "This is expected to have a considerable impact on the way American businesses are treated in Europe."

Through the trip's experiences, Wagoner feels the students she took learned much about broadening their views.

"Some of the students said they will recognize much more the global perspective to business and in life," she said. "All of them said it made them glad they were Americans and made them appreciate what they have more."

Returning from England back to Ball State, Wagoner found another international project to become involved in, as she assisted in the initial planning and taught classes for the SANNO Japanese exchange student program held at BSU this year.

"I think it was a worthwhile exchange for both their students and ours," she said. "The fact that they had local Friendship Families and lived with American roommates and had special English

(continued next page)

Wagoner, contd.

classes made this experience invaluable to them, I'm sure.

"In turn, it was good for us to have the Japanese students in our classes and learn how to adapt to fit their needs. It was a good learning experience for faculty."

As a part of her plans for retirement, Wagoner expressed an interest in visiting the SANNO College in Japan and then bring back her experiences to help BSU continue to improve the program in the future. She also plans to visit Australia and New Zealand.

One thing Wagoner definitely wants to continue is her association with the Chichester Program, and support its growth and expansion.

"The program has great potential," she said.

"There is a need at Ball State for more short-term programs designed for students who may not have the time or the money to take long trips, and the program focuses on a specific field, which is something we need more of."

Overall, Wagoner emphasizes the need for students and others to look at and experience other cultures through friendships or travel.

"There is a big benefit to looking at other cultures," she said. "Not only does one broaden his or her perspective on life, but also learn about and appreciate the culture that is their own."

Fulbright Group Formed

A rich new resource has joined forces to promote international education on campus through formation of a Fulbright Alumni organization at Ball State University.

In June, 1991, Associate Provost Dr. Judith Roepke invited the 35 Fulbright alumni in Muncie to meet and identify common interests and goals. The twelve former grantees attending endorsed Dr. Donald M. Jones as their chairman, and identified a member of projects they intended to carry out during 1991-92.

Chief among the planned activities were to host receptions for incoming Fulbright students, to collaborate in Europe Year events, and to actively encourage applicants for student and faculty Fulbright awards.

Ball State has also hosted short visits to campus by Fulbright scholars based at other U.S. universities. Through the efforts of former grantee Dr. Dona Hailman, Bulgarian professor Dr. Phillipov spent four days lecturing at Ball State in May 1991.

Professor Irene Godman, Department of English, has been nominated to teach at Kenyatta University in Kenya during 1991-92. BSU alumni at universities abroad who would like to invite Ball State faculty to their institutions are welcome to contact Dr. Jones directly in care of the Department of Secondary Education, Teachers College, Ball State University, Muncie, Indiana 47306.

Responses are Positive

Responses to last year's *Internationale* came from 21 countries around the world. Over 50 Ball State alumni expressed an interest in participating in the 'Global Network' that included both American and foreign alumni support.

For example, Ball State alumni Dr. Basillia Softas-Nall (Masters in Counseling, 1984), who now teaches at the University of LaVerne in Athens, Greece, reports that not only did she meet her husband at Ball State (Greg Nall, M.A. Anthropology, 1984), but has met many Ball State alumni overseas as well. She shares her private practice with alumnus Dr. Michael Fekinos (PhD Counseling Psych, 1983) and wrote her first publication with alumnus Dr. Achilles Bowdor (M.A. Ed. Psych, 1985) and teaches at LaVerne with alumnus Dr. George Peppas (M.A. Counseling). In addition to being amazed at the amount of Ball State alumni she has met in Greece, Dr. Softas-Nall is interested in starting an exchange program between Ball State and LaVerne.

Many other alumni responded, with the highest number of respondents coming from the United States, with 19 replies. Europe followed, with 11 replies, followed by Africa, with nine responding, and Asia with seven.

While reading through this year's *Internationale*, please turn to the back page and complete the 'Global Network Update' form in order to help support the global network of Ball State alumni and to make suggestions on what can be done to strengthen it.

International Art Contest Set

As a part of UNIVERCITY 1992 at Ball State, an international children's art contest will be held.

The contest, for children ages kindergarten through fifth grade, will be in accordance with the event's theme, 'Touching Home.' The contest is a pictorial representation of the children's idea of their home, either real or imagined.

Publication and exhibition of selected entries is planned for September of 1992, with a traveling exhibition to follow.

Contest rules and description of awards will be available on September 1, 1991.

For further information, contact: Beth Vanderwilt, Bruce Meyer, Paul Laseau, Dawn Lemons, of Becky Amato at Ball State: (317)285-8323 or FAX (317)285-3726.

Students Seek International Careers

As the trend toward internationalization in the corporate world continues, both American and foreign students are taking international experience into consideration when preparing for their job search.

According to Jack Brewer, Associate Director of Career Services at Ball State, and co-chairman of the International Career and Employment Committee, many firms are now becoming 'internationalized' to the extent that if doing business in another country, prospective employees who are familiar with that country's culture will be hired for a job, as opposed to those who do not.

For example, Brewer says that those students who are bilingual or have studied overseas will have a definite advantage.

"A company can't do business abroad if it is not familiar with foreign culture," he said. "A firm could be marketing a product in a way that offends the target country and not be able to sell it."

With the realization of how important an international background can be in their job marketability, students with international experience and related majors are utilizing new methods for finding jobs.

New Career Forums are being held in the United States where American students with foreign language experience or foreign students that have studied in America can meet with recruiters from multinational companies. According to Brewer, these forums can be a valuable experience.

"A major forum is one for those with Japanese background and/or knowledge of the Japanese

language," he said. "American companies, such as Arthur Anderson, that do business in Japan, recruit as well as Japanese-American joint venture companies such as Motorola, all the way to Japanese companies like Nintendo. The idea is that of understanding the culture, thus the market."

One method that Brewer would like to see used more by the university and its students is networking with Ball State alumni, both American and foreign, that work for international companies for job openings.

"Establishing the 'global network' of those with international background or experience can be a tremendous help," he said. "This involves intensive follow-up on alumni's location and occupation and a good response from the alums in return."

Brewer said he would be pleased to work with the Center for International Programs in strengthening the 'global network' concept in the upcoming years and tap into assets that are already present.

Brewer, who worked at Indiana State University in Terre Haute for 10 years prior to coming to Ball State, served as the adviser while at ISU to the Hong Kong and Singapore student organizations. Now in his eighteenth month at Ball State, he is currently the adviser to the Asian Student Association. It is through these experiences that he feels he understands some of the concerns of both American and foreign students when looking for jobs.

"They face the same types of problems," he said. "Our main goal is to provide as much information and awareness of resources as possible."

'International Correspondents' Needed for New Project

Ball State alumni and friends all over the world can have the opportunity to give people in Indiana a personal perspective on world events, by becoming an 'international correspondent.'

WBST FM 92 Radio, in conjunction with the Center for International Programs, is making plans to start a system of contacts worldwide that could be called upon for comment on international events taking place in the Ball State's residence abroad. The comments would then be used on WBST to give listeners a 'local' view of the situation. Correspondents would then be sent a taped copy of their report as a memento, said John Althardt, WBST News Director.

Stewart Vanderwilt, Marketing Director for WBST, feels such a system of contacts would benefit not only Indiana listeners, but those helping abroad as well.

"Our listeners have expressed great interest in events around the world, and many of them have personally traveled," he said. "Even though we're here in Muncie, through this system and the power of the media, we feel we are a part of the global community."

The original idea for this system of contacts through radio came when Ball State Geography Department

chairman Mike Sullivan led a group of students to China in June 1989. While on this trip, the group found themselves in the middle of university student uprisings. According to Vanderwilt, WBST was able to contact them in Tokyo and get a first-hand account of the event.

"There was a significant interest back here in what was taking place in China," he said. "There was also concern for those local people we knew were visiting."

Based on this experience and consultation with the Center for International Programs, the 'international correspondent' system for radio was born. Vanderwilt feels this concept will heighten local Indiana listeners' interest in international events.

"You hear stories about international events or see them on television, and this has made international reporting almost instantaneous," he said. "It's almost easier for some to just change the channel rather than consider what's actually happening. Sometimes it takes a local personal connection to make these events real."

Ball Staters living abroad interested in this program are invited to show their willingness by completing and returning the 'Global Network Update' form found on the back page of the *Internationale*.

Curriculum International Enrichment Proposed

As the concept of a 'global perspective' becomes increasingly important to individuals at Ball State and beyond, the university's curriculum must respond as well.

It was with this thought in mind that a Blue Ribbon Panel on Internationalizing the Curriculum (BRPIC) was named by Provost Warren Vander Hill in March of 1990, and charged with evaluation of a variety of ideas for bringing an international perspective to Ball State's curriculum.

The panel, comprised of 10 faculty members from various departments at the university, were chosen to represent a wide variety of interests.

"We all share an interest in international matters," said Dr. Ruth Howes, Professor of Physics/Astronomy and chairman of the BRPIC. "Each department and area of the university has different needs and concerns with international programs, thus the variety."

Serving as panelists were: James Brown, Foreign Languages; Dan Goffman, History; Erdogan Kumcu, Marketing; Bruce Meyer, Architecture; Alba Rosenman, Education; Marilyn Ryan, Nursing; Dan Senn, School of music; Carolyn Vann, Biology and Martin Limbird, Center for International Programs.

Over the course of last year, the panel have participated in numerous meetings and discussions on campus and read widely about programs for promoting international perspectives in education.

One of the most valuable activities of the panel Howes cites was a workshop on International Elements in the Curriculum conducted for 10 Indiana colleges and universities. The workshop

was partially funded by a grant from the Indiana Consortium for International Programs, composed of 35 regional colleges and universities.

"During this conference, we all shared ideas and strategies," Howes said. "We found out that, although our institutions vary in size, we're all up against the same thing and experience the same problems."

It was at this conference that the panel sought practical examples of successful international enhancement of the curriculum, and returned with many new ideas.

"Every college had a different approach to the same goal," Howes said. "What we heard from other colleges might not work at Ball State, but we can extract 'nuggets' of approaches and adapt them to our needs."

After long hours of analyzing all possible sources, the panel prepared a report establishing seven goals and supporting activities for each goal. Factors considered in these recommendations were faculty and student study abroad, hosting international students and faculty, the opportunity for students who could not travel overseas to have exposure to international culture on campus and several other issues.

One aspect Howes said the panel emphasized was the ability to directly implement these goals toward internationalizing the curriculum and how the university could best accomplish this.

"Ball State's identity is that of a premier teaching institution," she said. "A motion toward internationalization of the curriculum would certainly support that."

Short-Term International Visitors to Ball State (July 1990-July 1991)

County Int'l Council Formed

Muncie and other Delaware County residents met recently to create a new public voice promoting international understanding.

The goal of the newly-established Council for Delaware County's International Future (CDCIF) is to "enhance our community's global opportunities by promoting mutual understanding, friendship, and benefit through cultural and educational exchanges and economic cooperation with people of other countries."

The council, organized in March 1991, is a joint project of the office of the Mayor and the Muncie Delaware County Chamber of Commerce. The council is envisioned as a broad-based community group composed of individuals and organizations in Delaware County who wish to participate in and support the goal of expanding and enhancing the community's international involvement and perspective.

Ball State alumni and friends around the world are invited to help promote the CDCIF goals, according to council member Barbara Underwood.

"We welcome suggestions from members of the university's 'global network,'" said Underwood, the Asst. Superintendent of Mt. Pleasant Township Community Schools. Further information about CDCIF is available by contacting the Center for International Programs at Ball State.

How to Donate to CIP

1990-91 Foreign student statistics in the above tables describe the collegiate distribution of this year's international population (right) and contrasts the world region origins of foreign students enrolled for the first time at Ball State in Fall of 1990 (left).

Global Network *Update*

Attach a business card here

Name: _____

Current Mailing Address: _____

Home Telephone Number: _____

Significant events since leaving Ball State, including other degrees obtained:

Comments on this issue of *Internationale*: _____

Suggestions for items you'd like to see in future issues of *Internationale*:

____ Yes, I'd like more information on becoming an 'International Correspondent' for WBST.

Return Form to:

Center for International Programs

Ball State University Muncie, IN 47306